

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

February 1, 2009 – April 30, 2009

University of Washington

Date submitted: July 14, 2009

TABLE OF CONTENTS

Executive summary_____	2
Classes and consultations_____	2
Web site_____	4
Dissemination of effective practices_____	4
Subcontractor update_____	4
Other staff activities_____	4

Executive summary

This quarter, the OERC created proposals and plans for several major evaluation projects involving multiple regions:

NN/LM Emergency Preparedness Initiative: After discussions with NNO and the Emergency Preparedness Coordinator, the OERC drafted a plan for additional evaluation activities for the NN/LM Emergency Preparedness Initiative and prepared to present the plan at the RML Directors' Meeting in May. This evaluation will involve all 8 regions.

Adobe Use by RML Staff: Following several planning discussions with the National Network Office and the Evaluation Liaisons group, the OERC developed a plan for evaluating Adobe Connect use by RML staff and prepared to present it at the RML Directors' Meeting in May. The OERC is undertaking this assessment upon request from NNO. This evaluation will involve all 8 regions.

Community Day: Upon request from NNO the OERC worked with Lisa Boyd and regions 2,5, and 8 to design an evaluation plan for the Community Day pilot projects that are being conducted in those three regions.

The OERC continued to provide support for two additional multi-regional projects:

MLA/NLM Health Information Literacy Project: Cindy Olney provided consultation on the final report. The OERC then began working with Sabrina Kurtz-Rossi on a paper about evaluation methodology for this project.

Outreach Connections: Native Health Information: Susan Barnes continued to serve as chair of the Publicity/Evaluation Subcommittee as it distributed information about the portal at various events. During this quarter, the subcommittee led focused discussions to learn about the collaboration that created this portal.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible staff (last name)	Class/consultation topic	Location (city, state) of class or last name of consult recipient
2/2/2009	Barnes, Olney	Consultation: Distance Learning Survey	Terri Ottosen, SE/A, Baltimore, MD
2/9/2009	Barnes, Olney	Consultation: Baseline Assessment Report at Directors' Meeting	Dan Wilson, NNO, Bethesda, MD
2/9/2009	Olney	Consultation: MAR emergency prep rept	Sue Hunter, MAR, New York, NY
2/11/2009	Barnes	Consultation: OARF mapping	Michael Boer, Web-STOC, Seattle, WA

2/12/2009	Barnes, Olney	Consultation: Community Day	Lisa Boyd, NNO, Bethesda, MD
2/19/2009	Barnes, Olney	Consultation: Community Day evaluation	Lisa Boyd, NNO, Bethesda, MD
2/19/2009	Barnes, Olney	Consultation: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
2/25/2009	Olney	Consultation: HIL methods paper	Sabrina Kurtz-Rossi, MLA, Boston, MA
2/27/2009	Barnes, Olney	Consultation: Baseline Assessment Report at Directors' Meeting	Dan Wilson, NNO, Bethesda, MD
2/27/2009	Barnes, Olney	Consultation: HIL methods paper	Sabrina Kurtz-Rossi, MLA, Boston, MA
3/6/2009	Barnes, Olney	Consultation: Baseline Assessment Report at Directors' Meeting	Dan Wilson, NNO, Bethesda, MD
3/6/2009	Olney	Consultation: Distance Learning Assess	Terri Ottosen, SE/A, Baltimore, MD
3/6/2009	Barnes, Olney	Consultation: HIL methods paper	Sabrina Kurtz-Rossi, MLA, Boston, MA
3/11/2009	Barnes	Training: Logic Model	Kathel Dunn, NLM, Bethesda, MD
3/17/2009	Barnes, Olney	Training: Clever evaluation	Karen Vargas, SCR, Houston, TX
3/24/2009	Barnes	Consultation: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
3/26/2009	Barnes	Training: Data Collection	PNR, PNR network members, Kenmore, WA
3/31/2009	Olney	Consultation: Library Value Calculators	Christie Silbajoris, UNC-Chapel Hill, Chapel Hill, NC
4/3/2009	Barnes	Consultation: Moodle interface	Michael Boer, Web-STOC, Seattle, WA
4/6/2009	Barnes, Olney	Consultation: Distance learning Assessment	Terri Ottosen, SE/A, Baltimore, MD
4/7/2009	Barnes, Olney	Consultation: Community Day	Lisa Boyd, NNO, Bethesda, MD
4/8/2009	Barnes	Consultation: Distance learning assessment	Terri Ottosen, SE/A, Baltimore, MD
4/9/2009	Barnes, Olney	Consultation: Distance learning Assessment	Terri Ottosen, SE/A, Baltimore, MD
4/9/2009	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
4/15/2009	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
4/16/2009	Olney	Consultation: Total enrollment of MYI classes 2008-2009	Betsy Kelly, MCR, St Louis, MO
4/17/2009	Olney	Consultation: Number of MYI sessions and total enrollment (all years)	Betsy Kelly, MCR, St Louis, MO

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4/17/2009	Barnes, Olney	Consultation: Meeting about HIL research at UW	Cathy Burroughs, PNR, Seattle, WA
4/20/2009	Barnes	Consultation: TC4C	Claire Hamasu, MCR, Salt Lake City, UT
4/24/2009	Barnes	Consultation: Online classes for GMR	Ruth Holst, GMR, Chicago, IL
4/28/2009	Barnes, Olney	Consultation: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
4/30/2009	Barnes	Consultation: Network member working group	Roy Sahali, PNR, Seattle, WA

Web site

No additions to the web site or OERC Blog posts for this quarter.

Dissemination of effective practices

The Outreach Connections: Native Health Information portal is a nascent collection of effective practices for health information outreach to native communities. Now that its construction is completed, the publicity efforts led by Susan Barnes are becoming a primary focus of activity.

The Planning and Evaluating Health Information Outreach booklet series was designed to present effective evaluation practices. The booklets are distributed in paper form by the OERC in classes and upon request. Seventeen printed sets of the booklets, plus seventeen printed copies of the *Measuring the Difference* guide, were distributed this quarter. The booklets are also available full text in pdf form on the OERC web site. Google Analytics reports for the nlm.gov site show significant use of these online booklets.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

1. Develop awareness, skill, and capacity in use of evaluation methods.

The OERC provided two Adobe Connect sessions this quarter: one on Logic Models for the NLM Associate Fellows, and the “Clever Evaluation” session for NN/LM SCR. Susan Barnes taught the “Data Collection” class at the Washington Medical Librarians Association annual meeting.

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Outreach Connections: Native Health Information: Susan Barnes continued to serve as chair of the Publicity/Evaluation Subcommittee as it distributed information about the portal at various events. During this quarter, the subcommittee led focused discussions to learn about the collaboration that created this portal. Questions for these discussions were based on the New York Academy of Medicine's Partnership Self-Assessment Tool. Fifteen collaboration participants contributed their insights in four Adobe-Connect based focused discussions.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

The OERC led three evaluation liaison teleconferences this quarter. The first, in February, was an initial step in the study of Adobe Connect use by RMLs: we discussed what questions should be asked and who should be asked. The second, in March, was an opportunity for the OERC to provide an overview to the evaluation liaisons of the various upcoming evaluation activities, including Adobe Connect use by RMLs, additional evaluation of the National Emergency Preparedness and Response Initiative, evaluation of the Community Day pilot projects, and focused discussions with Outreach Connections steering committee members. In the third, Cindy provided information about followup studies that the OERC is conducting with participants in the Measuring Your Impact: Using Evaluation for Library Advocacy class and in the Outreach Evaluation Series classes.

Evaluation:

As mentioned above, the OERC is conducting followup studies with participants from the Measuring Your Impact session. Cindy sends questionnaires to participants approximately six months after classes take place to collect information about whether, and how, information from the classes has been used.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

The emphasis this quarter was on working with stakeholder groups and finalizing plans for upcoming multiregional evaluations:

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evaluation activities for the NN/LM Emergency Preparedness Initiative and prepared to present the plan at the RML Directors' Meeting in May. This evaluation will involve all 8 regions.

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